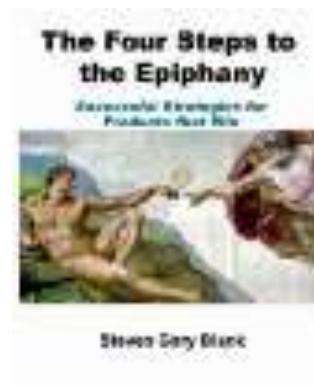
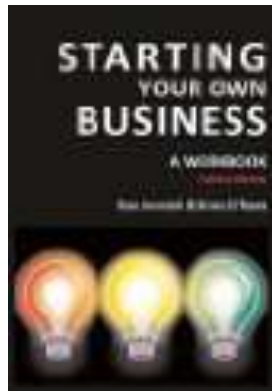


# *‘Ten challenges to help your business plan succeed’*

**Donncha Hughes, Business Advisor**

# Books to help you plan your business and write your business plan

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**1. Have you presented and structured your document correctly?**

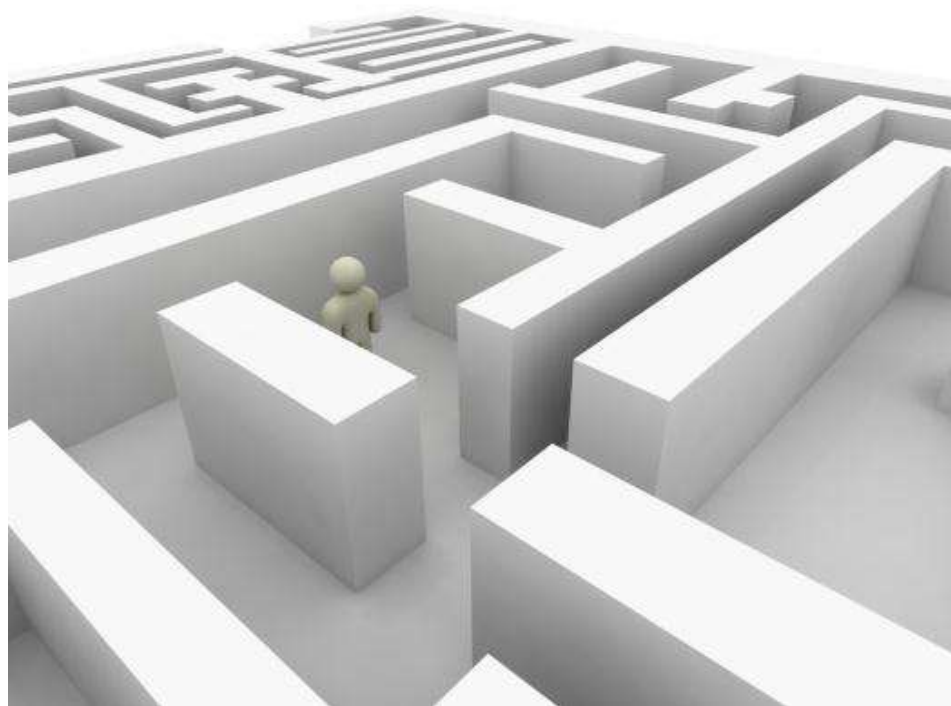


Image 1145535

**2. Does the business plan briefly outline the origins and progress to date of the business?**



**3. Does the BP outline the 'burning problem' experienced by your target customer?**



Image 1359634

**4. Is your solution clearly detailed –encapsulating the UVP for the customer?**



## 5. Does the plan encapsulate your key sustainable competitive advantage?



Image 1319105

6. Does your plan articulate and support your vision and growth plans?





7. Has a credible and proven 'Business Model' been presented?



## 8. Does the 'Management Team' inspire confidence?



Image 895440

## 9. Do your assumptions and detailed financial projections stand up to serious scrutiny?



## 10. Have you written a compelling Executive Summary?



# Review of your business plan by Independent mentors is invaluable before circulation



Image 866529



## SETH'S BLOG

## The modern business plan

It's not clear to me why business plans are the way they are, but they're often misused to obfuscate, bore and show an ability to comply with expectations. If I want the real truth about a business and where it's going, I'd rather see something else. I'd divide the modern business plan into five sections:

- Truth
- Assertions
- Alternatives
- People
- Money

<https://seths.blog/2010/05/the-modern-business-plan/>

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